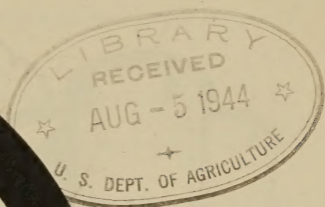


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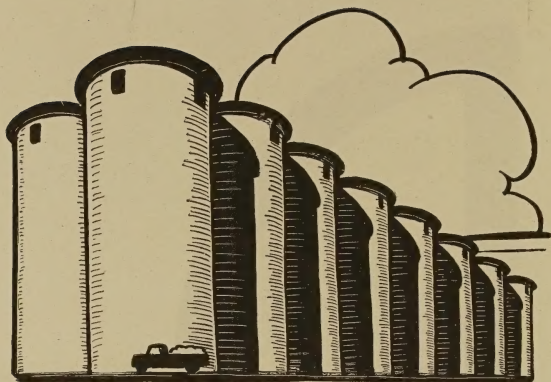
PC 6



P LENTY



U.S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL ADJUSTMENT ADMINISTRATION



Avoiding the Scarcity of Famine and Overabundance

THERE is a story that comes down from ancient times. It tells how grain was gathered in years of fatness, to be held in store against the day of famine. That is the story of Joseph in Egypt.

The fear of famine has been a constant shadow that has accompanied man throughout his history. It is a real and justified fear in many parts of the world today.

But there may be a famine that, oddly enough, comes from an overabundance—an unbalanced abundance. It is a famine not so much of food as of buying power, and it affects both producer and consumer.

The American farmer is a case in point. He has always produced abundantly of food and fiber, believing that the market would accept all that he could produce.

But there came a time when the market diminished. Foreign countries could not buy farm products as freely as before. The domestic market was limited by the effects of unemployment.

The farmer kept on producing at the same rate. Result: Overproduction. Then and there he learned his lesson: That any great excess of farm products over market needs lowers prices and income; that his overproduction means merely so much waste of soil fertility and labor.

But doesn't the city consumer gain when prices of farm products are low?

He might—if it were not for the fact that the consumer is also a producer who suffers when the farmer's income is so low that he becomes a poor customer. The city consumer profits from high buying power of the farmer much more than he gains from low prices for farm products.

On both sides it is good to produce abundantly, but continuing abundance is possible only if prices are in a fair relation.

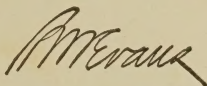
Through the Ever-Normal Granary, we are bringing about a better balance in our farming. Cooperating with each other through the Agricultural Conservation Program, farmers are storing fertility in the soil instead of wasting it through soil depletion and erosion and unmarketable surpluses.

The program calls for supplies of farm products large enough to meet normal domestic requirements, normal exports, normal stocks, and an additional reserve to give full protection against possible lean years.

It offers crop insurance on wheat, to protect the wheat farmer against crop failure and the consumer against high prices for his great staple—bread.

By means of storage loans and marketing quotas in time of emergency, the Ever-Normal Granary helps to even out the flow of products to market, and thus assures steadier supplies, steadier buying power.

The Ever-Normal Granary, which is owned by farmers, aims at an abundant but balanced production of farm products at all times. Only from such a beginning can the next step follow—a balance of purchasing power, so that farm and city can prosper together.



Administrator.



“There is a point of balance . . . where the welfare of both the farmer and the consumer is best served. And it is that point of balance that we are working toward. That is what the agricultural adjustment program is all about.”

—Secretary of Agriculture Henry A. Wallace.

Producer-Consumer Leaflets

This is the sixth in a series of 12 leaflets dealing with the various ways in which the problems of farmers and city people are related. The following is the complete list of leaflets in the series:

- PC-1 And So They Meet.**—Farmers and city people: Both producers—both consumers
- PC-2 The Things We Want.**—Making abundance work for all our people
- PC-3 On Tired Soil.**—Poor soil means poor people on the farms and in the cities
- PC-4 Two Families—One Farm.**—Stable tenure means better producers and better consumers
- PC-5 To Buy Abundantly.**—Producers of abundance deserve to be consumers of abundance
- PC-6 Plenty.**—Avoiding the scarcity of famine and overabundance
- PC-7 Between You And Me.**—The distributor's place in production and consumption
- PC-8 None Shall Go Hungry.**—Making abundance work for low-income families
- PC-9 Grow Your Own.**—Better home living means better production and consumption
- PC-10 The Magic Carpet.**—Protection for grassland is protection for cities
- PC-11 The Farm Home And AAA.**—Better farm income means better farm homes
- PC-12 Country Life And AAA.**—A permanent security for farm and city

Copies of this leaflet and others in this series may be obtained upon request from the Agricultural Adjustment Administration, U. S. Department of Agriculture, Washington, D. C.

Reference Suggestions

The material in this leaflet is based on facts presented in various governmental studies and publications, including:

- "Agricultural Adjustment, 1937-38."—G-86, Agricultural Adjustment Administration, U. S. Department of Agriculture.
- "Evolution of the Ever-Normal Granary."—Report of the Secretary of Agriculture, 1938, pages 9-12, U. S. Department of Agriculture.
- "The Ever-Normal Granary: What Can It Do for the Corn Belt and the Nation?"—G-80, Agricultural Adjustment Administration, U. S. Department of Agriculture.
- "A National Program for Wheat."—G-81, Agricultural Adjustment Administration, U. S. Department of Agriculture.